


## Farm Tractor biggest contribution to Agriculture since the invention of the reaper

The Monarch Tractors, Limited, have orders for the building of a quantity of Neverslip and Lightfoot Tractors. The orders already received are sufficient to consume the entire factory output for a year. TheCompany are offering 1000 shares of the par value of $\$ 100$ Preferred $7 \%$ participating stock. Factories have been secured in Brantford, where sufficient labor and other facilities are available. The building of tractors will commence at once.

It has been demonstrated that the Tractor will effect a greater saving of time and labor and increase Agricultural production to a larger exent than the reaper and binder effected when they made their appearance as labor-saving de-
vices. The investment of capital in agricultural industries is regarded as one of the safest forms of investment and at the same time has been exceptionally remunerative.

Tremendous demand for Tractors to meet need of increased production for 1918 An opportunity is, presented to invest in Monarch Tractors, Limited, which combines safety and substantial returns.
"OFFICIAL PERMISSION FOR THE ISSUE OF THESE SHARES, AS REQUIRED'BY ORDER-IN-COUNCIL (3439) OF DECEMBER 22, 1917, HAS BEEN DULY OBTAINED."


The American Company Manufacturing These Tractors Last Year Made Over 50\% on its Working Capital.

## Tractors <br> Tractors m thes. The demand is greater than the supply.

 This opportunity is presented to participate in the to supply a world-wider urgent demand.Canada's Grain Production last year would have been doubled or trebled had the farmers used Neverslip or Lightfoot Tractors.

The Monarch Tractors, Limited, will manufacture the Neverslip and Lightfoot Tractors designed and betilt on the caterpillar system and are exactly the same type now manufactured in the United States and extensively used there, as well as in Great Britain, France, Russia, as well as in Great Britain, France, Russia, Limited, has acquired the exclusive rights of manufacture and salle of these Tractors for Canada, and the sale fights for Europe.

This company starts business at Brantford in the manufacture of Tractors of proven efficiency, under management and superintendents skilled in the manufacture of these machines in the United States.

This is a safe, sure, sound investment of im mense possibilities. It will pay you to give, this careful consideration. It will stand
the most rigorous investigation. the most rigorous investigation.

Monarch Tractors, Limited, Madiding Toronto, Canada
Phone Main 5890
Factories: Brantford, Ontärio





## Hockey

Dentals 9 Friendly and Crescents $3 \because$ CUFLIng CupMatches $\because$ Baseball May Be 6 Clubs
FRENCHMENSHW
PENNY ANTE Somebody Holds a Royal Flush BY GENE KNOTT


## nal Clubs <br> 0 5 5 5 0

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TS, Limited



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That Son-in-Law of Pa's
PA FEELS DIFFERENT WHEN IT COMES TO THE TEST
-: BY G. H. Wellington




## * ITEMS FOR AND ABOUT THE FARMER *

## ADVERTISING PAID THESE GROWERS 

Condensed Information for Farmers and Their Clubs
News of the Crops and Farms From All Parts of Ontario.

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## HAROLD JARVIS AMAZED AT TONE QUALITY OF NEW FINAL TYPE PHONOGRAPH

## 




Fitting "Dad and the Boys" With Superior Quality Suits


Modified, Conservative Suits for "Dad," \$22.00
impson Men's Store, which occupies an extensive corner of the Main Floor on the Richmond Street side, is regarded as the leading shopping place in Toronto by men who "really know." Here is assembled a most comprehensive array of men's "better grade" Clothing-in fact every necessity and luxury in Men know it as the leading men's store in Toronto because of its unvarying service-its large assortments of well-made things and its fair prices

Men have long recognized Store because through its qualified as the leading Men's have produced in a most successful way correct models for all ages and types of men-from "dad" down to the youngest of the "boys.

The Last Week of the Hosiery Sale Opens Today With Wonderful Stocks and Still Great Values

| Women's Fibre Sillk Ankle Hose of an extra fine 85 c quality: black white and colors. Splendid value Today, per pair, 59 c . | Women's Fine Cotton Hose, manufacturers' seconds of medium weight; black, white and some colors. Unusually good value. Tocolars, 3 parrs, $\$ 1.10$; per pair, 39 c . | ralue. On sale today, per pair 33c. <br> Boys' Heary Ribbed Black Cot ton Stockings; seconds of a 50 c quality; "Hercules" brand, two in |
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| omen's Dark Brown Ont Hose, goo welght | Women's All-wool Dark Brown |  |
| ors of | finest botany yarn; seconds of | Men's All-wool Plain Black |
| c, | \$1.59 stockings. On sale today, | Cashme |
| onen's Prain Black Caghm | per pair, \$1.10. | , |
| Hose "Penangle" seconds, good welght and seamless. Sizes $81 / 2$ | Children's Black Rlbbed C | Men's Plain Black Cotton Hose, |

Another Timely Special Purchase of Men's Pure Silk Ties in a Whirlwind Sale


2000 Ties
Today at 25c Each
Regular Values Are:
25c--50c--75c--\$1.00
We have negotiated another special purchase of low price.
They comprise a prominent manufacturer's samples
-his spring neckwear lines.
They are well-made from beautiful ranges of Italian, Swiss and American silks, and feature the newest stripes, all-over patterns and floral designs.
Large flowing end shapes of $35 \mathrm{c}, 50 \mathrm{c}, 75 \mathrm{c}$ and

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Men Who Want Shoes With Style, Quality and Comfort Sewn Right Into Them, Will Appreciate These Victor Boots
leathex in a beautiful Havana brown shade. English recede velour calf reathex in a beautiful havana brown shade. English recede last with
wide flange heel and neat toecaps. Goodyear welt soles. Sizes 5 to 11 . Widths B, C and D. Price, $\$ 13.00$.
6303-4-VICTOR GOLD MEDAL-Dry foot boot of Havana brown ing throughout. Heavy viscolized Goodyear welt sole and wide flinge heel. Sizes 6 to 11. Widths C, D and E. Price, \$14.00. leather, semi-straight last, with heavy oak tan Goind Made of baby kangaroo leather, semi-straight last, with heavy oak tan Goodyear welt soles and
medium low heel. Sizes 5 to 11. Widths A to D. Price, $\$ 14.00$. medium low hee.. Sizes 5 to 11 . Widths A to D. Price, $\$ 14.00$.
$6107-21 / 2$-VICTOR GOLD MEDAL BOOTS-Made of a very fine $6107-21 / 2$-VICTOR GOLD MEDAL BOOTS—Made of a very fine
vici kid leather. Has kangaroo toecap. Neat-fitting straight last. Heavy gauge single oak tan soles, Goodyear welted. Makes a beautiful dress gouge Single oak tan soles, Goodyear welted, Makes
boot. 5 to 11. Widths B to E. Price, $\$ 12.50$.
English recede tae style. Has wide $601-$ - Of fine velour caif leather. Neat soles. Sizes 5 to $101 / 2$. Widths B, C and D. Price, $\$ 12.00$. wear
s.

## Men's Handsome Dongola

 Kid Boots Today at \$5.45Dressy Boots, in dongola kid, gunmetal, patent colt and mahogany calf leathers; straight lace and blucher styles; in all sizes from 5 to 11 . These are handsome,
stylish boots; are well built, and are of fine qualities. Every pair an unusual value at this price. Today $\$ 5.45$.
 The Greatest Thing in Shirts--These New

## Arrow

 ShirtsJust In
AT $\$ 2.50$ We have just received
our spring shipment of these highgrade Arrow Brand Shirts of finely-spun shirtings, such as zephyrs, twills. and efiects; colors woven through. Exten sive range of patterns and col.
binations. Sizes $131 / 2$ to 18 . AT $\$ 2.00$ - Arrow Brand Silk bodies to match, in in neat wast color striped
tripes of black, blue, helio stripes of black, blue, helio. Sizes 14

Arrow Silk Shirts AT $\$ 5.00$-Arrow Brand Jap Silk
Shirts in all the newest stripes in two tone triple and cluster effipects. Guar
to two
anteed colors. Double anteed. colors. Double
styles. Sizes $13 \mathrm{y} / 2$ to 17,
AT $\$ 6.00$-We have just received a large shipment of newest spring de. Shirts, in club and fancy stripes. Dif
ferent sleeve lengths. Sizes $131 / 2$ to 17 . AT $\$ 3.50-$ Shirts of pure white
Jap silk. Heavy quality woven fine. Large, roomy, perfectly-fitting bodies. Large, roomy,
Sizes 14 to 18 .
Each, $\$ 3.50$.

Fashion News
For Women
Among the many new delights the Women's Department reveais are stun-
ning New York suits, priced from ning New York
$\$ 45.00$ to $\$ 75.00$.
Also a complete and charming varie. ty of coots in all the leading materials,
and in sich fashionable and in such fashionable shades as Pekin
blue, sand, tan, taupe, grey, etc. Priced
from from $\$ 25.00$ to $\$ \$ 45.00$. And the new imported afternoon
dresses that are so smartly characteris. tic of the spring modes, They are developed in satins, taffetas, foulards and
Georgettes. Weorgettes.
When in
.
today, ask the Millinery Department
styist ane the chic and stylish sport hats of fine-end ltalian
Milan that are just York. There is a vere from New
shapes, and such colors as navy new shapes, and such colors as navy, purple,
taupe, nigger and black. Priced from
$\$ 3.50$ to $\$ 5.50$.


## Spring


[^0]:    The Soblinilos

